

WISCONSIN

Youth Alcohol Enforcement and Education Road R.A.V.E.

► At-a-Glance

► Project Characteristics

Innovative
Youth Alcohol Consumption

► Program Areas

Youth Programs
Alcohol and Other Drugs

► Targeted Populations

Youth ages 16-25

► Type of Jurisdiction

Metropolitan Area

► Jurisdiction Size

60,000

► Funding

NHTSA/WisDOT: \$72,086
Private: \$13,300
Police Dept. Match: \$222,800
Anticipated: \$30,000

► Contact

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Problem Identification

The city of Madison has been experiencing an increase in underage alcohol consumption and other related offenses. From January 1999 through June 1999, there were 160 crashes involving alcohol with one fatality. During the same timeframe in 2000, there were 237 crashes involving alcohol with five fatalities. By the end of 2000, there were ten traffic fatalities, seven of which involved underage drivers who had consumed alcohol prior to the crash.

For the last two years, young people between the ages of 16-25 accounted for 30 percent of the OWI (Operating While Intoxicated) arrests in the Madison area. The City of Madison Traffic Engineering Division's Operations and Safety Unit reported in the 1999 annual crash report that Madison must make reducing the number of traffic crashes and injuries involving drivers under the influence of alcohol and drugs a priority.

Goals and Objectives

The goal of the Youth Alcohol Enforcement and Education Road R.A.V.E. (Reducing Alcohol Violations through Education) program is to expand all efforts to reduce the number of underage alcohol violations and other problems attributed to underage drinking through a combination of education, enforcement, and innovative promotional programs.

The program's intermediate objectives include:

- Reduce alcohol related fatalities and crashes by 10 percent and increase arrests by 10 percent;
- Enhance relations with youth through proactive education approaches; and
- Enforce youth alcohol violations to reduce these violations and other problems attributed to underage drinking.

Strategies and Activities

The Youth Alcohol Enforcement and Education Road R.A.V.E. program combines promotional events that include fun activities such as foosball, pool, climbing wall, and basketball, with education and enforcement components conducted by the Madison Police Department and the University of Wisconsin Police Department. Other activities included:

- Conducted three Road R.A.V.E. events. Local merchants provided food, entertainment, and prizes to be given away during the event.

- Encouraged youth to view and participate in educational seminars to be eligible for various prizes given away during the event.
- Worked with the Madison Police Department's T.E.S.T. (Traffic Enforcement Safety Team) Unit to reconfigure a Ford Explorer Sport-Trac as an OWI vehicle (also known as the known as the SAV-U truck) to create greater visibility within the community and reinforce the importance of the dangers and risks of impaired driving through enforcement and education.
- Encouraged youth to sign the I-Pledge form, which is a contract containing a pledge not to drink and drive, to always wear a seatbelt, and not to make destructive decisions.
- Used the signed I-Pledge form as an entry form required to be eligible for prizes given away every 15 minutes during the Road R.A.V.E. events.
- Gave drivers with the I-Pledge window static sticker in their car windows the opportunity to win a prize if they are spotted driving safely by Madison police officers. A Madison police officer may record the license plate information and place the license number on the website, making the driver eligible for prizes.
- Mobilized from four to seven extra patrol officers as part of its enforcement (T.E.S.T. Unit) effort. The patrols specifically target removing impaired drivers from Madison streets and highways every Friday and Saturday night.

Results

The following results were achieved as of June 2002:

- Increased OWI arrests by 10 percent.
- Met crash reduction goal of reducing alcohol-related fatalities and crashes by 10 percent.